

ROLE OF ADVERTISING – A PERCEPTUAL ANALYSIS

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ABSTRACT

In today's world, all of us are under the influence of 'Advertisement'. Right from buying groceries to children's study materials, finding a holiday spot to watching a movie, selecting a restaurant for dinner to booking a banquet hall for special events, and searching educational institutions to hunting for a company to find jobs, almost every act is guided and decided by advertising. Thus nobody can refuse the importance of advertising in human life. Therefore an attempt has been made in the paper to throw light on advertising and its related components. The present paper is designed to know the perception of the shopkeepers. A shopkeeper is someone who owns or manages a shop or small store. Shopkeepers are the intermediators between manufacturers and customers. Their perceptions are very important for the manufactures. Perception means opinion, view, judgment or appraisal formed in the mind of the respondents about a particular statement. The perception is measured in terms of scales developed in the questionnaire. The data collected through primary probe are entered into SPSS 20, software used for the analysis and results are achieved through the application of One Way ANOVA.

KEYWORDS:

Advertising, Shopkeepers, Company, Manufacturers, Customers

INTRODUCTION

Advertising is a presentation of product profile (quantity, quality, price and service) on behalf of the seller through sources of communication. Advertising has been defined by the American marketing Association as, any paid form of non-personal presentation of ideas, goods and services by an identified sponsor. The term advertising originates from the Latin word 'adver to', which means to turn to. The dictionary meaning of term is "to give public notice or to announce publicly" Advertising is a highly visible force; it is a powerful communication force and a vital marketing tool, helping to sell goods, services, images and ideas through channel of information. Advertising is one of the facets of mass communication. It is the largest component of any promotional activity. It is the structured and composed, non-personal communication of information, usually paid for and commonly persuasive in nature, about the products through various media by identifying sponsors. It is a more effective and extensive and less expensive way of creating contacts.

NEED AND IMPORTANCE

Advertising plays a vital role in the society, in general, and in the business, in particular. It is a technique of modernism. Aaker and Myers believe that advertising can be considered as a mirror of the society. Advertising not only

plays a vital economic role in the scheme of national development, but it also has an important educational, cultural and social part to play as well. The study is useful for the companies to know whether their advertisements are effective or not? The study helps the advertisers “to know the value of what he is buying and to safeguards him-self against wasting his money on unproductive advertising”. Study also presents the different perceptual characteristics of the consumers and advertisers and marketers can formulate better marketing strategies.

STATEMENT OF PROBLEM

Every kind of research study indicates with defining the research problem. Formulation of the problem is the first and vital step in research. The problem is titled as, “ROLE OF ADVERTISING – A PERCEPTUAL ANALYSIS”

OBJECTIVES OF STUDY

- To express the views of the shopkeepers as per education.
- To identify the problems experienced at different stages and advance suggestions to make the study more result oriented.

HYPOTHESIS

In order to find out the significant difference between the education and advertising the following supposition are assumed:

Ho: There is no significant difference in education and features of advertising

H1: There is significant difference in education and features of advertising

SCOPE OF THE STUDY

- The major part of the study is based on the primary data and it has been collected through the use of schedule.
- The study is mainly based on the shopkeepers of Shimla district of Himachal Pradesh.

DATA COLLECTION AND TOOLS

Primary and secondary both types of data are used in the study. Population consists of all shopkeepers of Shimla district of Himachal Pradesh. Quota and convenience sampling techniques are used in the study. Quota sampling method is based on previous studies and convenience method is adopted because of economy and time. The secondary sources used in the study are books related to advertising.

ANALYSIS AND INTERPRETATION

Table 1 explains the demographic profile of the shopkeepers. It reveals that out of 100 respondents 63 are male and 37 are female. Age-wise classification shows that 21% are below the age of 30 years, 31% are between the age group of 31 to 50 and 48% are in the age group of 51 years and above. Similarly, on the education side 22% are 10th pass, 40% are 12th and 38% belong to graduation

and above category. It is concluded from the table that majority of the respondents are male, 12th pass and belong to the age group of 51years and above age category.

Table1

GENDER	Particulars	Frequency
	Male	63
Female	37	
Total	100	
AGE	Below 30 years	21
	31 to 50 years	31
	51 years and above	48
	Total	100
EDUCATION	10th	22
	12th	40
	Graduation and above	38
	Total	100

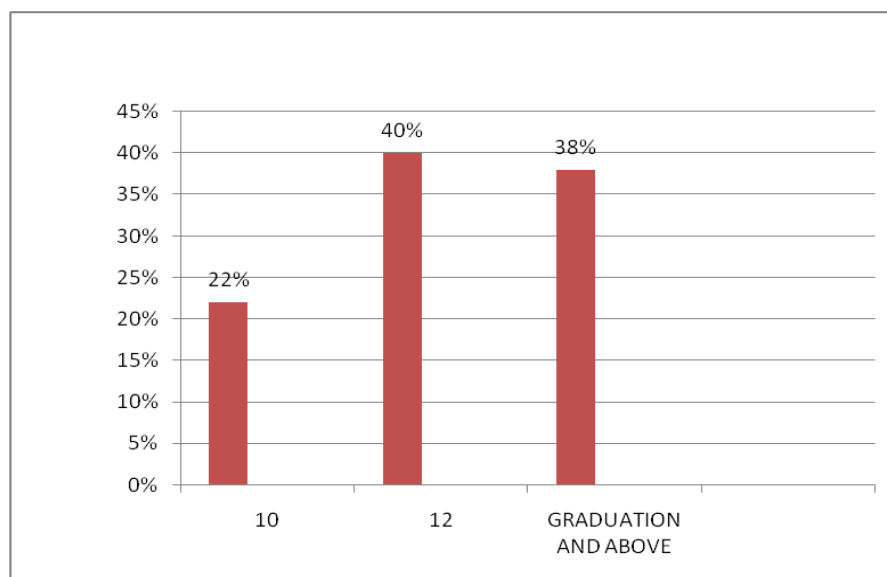


Figure 1

SOURCE: Primary Probe

VARIANCE ANALYSIS

The ANOVA investigation is used to analyse the perception regarding advertising based on education and to test the proposed null hypothesis. The details of the results of the ANOVA test are reported in Table 2. In order to find out the significant difference between the education and advertising the following supposition are assumed:

- Ho: There is no significant difference in education and feature of advertising
- H1: There is significant difference in education and feature of advertising

Table 2 reveals the education-wise variance analysis of respondents related to celebrity feature of advertising. The above table discloses that the level of significance is less than 5 percent in advertising has a direct effect on sale, advertising helps in selling costlier product easily, advertised products are of better quality than non-advertised, advertising easily brings customer, advertised products are easily and conveniently sold, advertised product stock disappear quickly than non-advertised products and hence seller stock more without hesitation, permanent and habitual customers also demand the advertised products and regular advertising doesn't need promotional scheme like free gifts.

Table 2: Variance Analysis: Perception of Respondents Regarding Advertising Based on Education

Statements	Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Advertising have direct effect on sale	Between Groups	12.645	2	6.322	3.585	.031*
	Within Groups	171.065	97	1.764		
	Total	183.710	99			
Advertising helps in selling costlier product easily	Between Groups	16.209	2	8.104	4.682	.011*
	Within Groups	167.901	97	1.731		
	Total	184.110	99			
Advertised products are of better quality than non-advertised	Between Groups	9.404	2	4.702	3.258	.043*
	Within Groups	139.986	97	1.443		
	Total	149.390	99			
Advertising easily brings customer	Between Groups	26.731	2	13.365	8.073	.001*
	Within Groups	160.579	97	1.655		
	Total	187.310	99			
Advertised products are easily and conveniently sold	Between Groups	14.016	2	7.008	4.005	.021*
	Within Groups	169.744	97	1.750		
	Total	183.760	99			
Advertised product stock disappear quickly than non-advertised products and hence seller stock more without hesitation	Between Groups	14.769	2	7.385	4.534	.013*
	Within Groups	157.981	97	1.629		
	Total	172.750	99			
Consumer asks maximum time for the advertised products	Between Groups	7.893	2	3.946	2.277	.108
	Within Groups	168.107	97	1.733		
	Total	176.000	99			
Permanent and habitual customers also demand the advertised product	Between Groups	14.120	2	7.060	4.354	.015*
	Within Groups	157.270	97	1.621		
	Total	171.390	99			
Regular advertising doesn't need promotional scheme like free gifts	Between Groups	13.680	2	6.840	3.753	.027*
	Within Groups	176.760	97	1.822		
	Total	190.440	99			
Now-a-days seller has to do business as per the advertising trends of a product	Between Groups	6.614	2	3.307	1.585	.210
	Within Groups	202.346	97	2.086		
	Total	208.960	99			

It means that there is a significant difference in education and advertising has a direct effect on sale, advertising helps in selling costlier product easily, advertised products are of better quality than non-advertised, advertising easily

brings customer, advertised products are easily and conveniently sold, advertised product stock disappear quickly than non-advertised products and hence seller stock more without hesitation, permanent and habitual customers also demand the advertised products and regular advertising doesn't need promotional scheme like free gifts. Similarly, there is no significant difference in education and consumer asks maximum time for the advertised products and now day's sellers have to do business as per the advertising trends of a product.

CONCLUSIONS AND SUGGESTIOS

Keeping in view the results of the study the following points comes into consideration

- To increase the profit of the company marketing has different concepts like product concept, production concept, wealth concept and societal marketing concept. Study reveals that respondents are agreeing with the point that advertising have a direct effect on sale. Therefore manufactures are requested that advertisement should be done if the policy of the company is to increase sale.
- Profit is simply the difference between sale price and cost price. To maintain cost price is a very difficult task for the company. Study pointed that to sale costlier product advertisement plays a vital role. Therefore it is concluded that to sale the costlier products advertising must be done accordingly.
- Quality is one of the important aspects of any product. Study expressed that advertised products are of better quality than non-advertised. Therefore manufacturers should take the advantage of advertising in boosting their economic activities.
- As per the marketing concept, "Customers is regarded as the king of the market". Study discloses that advertising has the power to bring new customers. Customer always brings more business and goodwill for the business. Therefore it is suggested that advertising should be performed.
- Shopkeepers have no doubt in stocking of those products which can be easily sold. Study represents that advertised products are easily and conveniently sold. Hence it is advised that advertising must be made for the products.
- Habitual and permanent customers create dog goodwill for business and result discloses that permanent and habitual customers also demand the advertised product. Thus it is directed to manufacturers that advertising should be done.
- Promotional schemes increase the cost of the product. It is found from the study that free gifts are improper tools if regular advertising is going

on. Thus producers are advised to do regular advertising rather than focusing on free gifts.

- Although the above suggestions are based on the significant difference. But two statements viz. consumer asks maximum time for the advertised products and now-a-days seller has to do business as per the advertising trends of a product shows that shopkeepers are not agreed with the statement. Therefore manufacturers are strictly advised to bring quality in the product addition to the advertising and also to make different policy for shopkeepers as they are the true representatives of the company product.

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